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## **Bright Green Future for the Hospitality Industry With the EcoGreen Award™ Certification Program**



**Ft. Lauderdale, FL:** Increasingly, government and consumers are looking to various industries to establish sustainable environmental initiatives for energy conservation. Always progressive, the Hospitality industry is at the forefront of finding ways to address these energy and other conservation issues.

Ecological changes in hospitality facilities are not an exact science and can create confusion. “Green” certifications can come from a multitude of operational improvements such as solid/liquid waste management, water conservation, toxic/chemical usage and so on. Other certifications may involve more natural environmental regulations such as new construction techniques, but the overwhelming conclusion is that the ability to become environmentally compliant remains confusing for companies to pursue.

Now there appears to be light at the end of this environmental tunnel. A recently introduced EcoGreen Award™ ([www.ecogreenaward.com](http://www.ecogreenaward.com)) will allow hospitality businesses the opportunity to become more easily involved in the process and will increasingly please visitors who frequent their establishments. Jay Cullimore, President and CEO of Tropical Lights, Inc., who is championing the EcoGreen Award™ Certification Program commented, “Like most endeavors, small yet progressive steps taken in the right direction can result in the most effective long term result. EcoGreen Award™ Certification simply focuses on efficient lighting conservation that has been delivering numerous benefits in bringing about lower energy consumption, less pollution and provides the business owner with significantly lower operating costs as a result of minimal investment.”

Cullimore added EcoGreen Award™ has primarily focused this certification towards the commercial hospitality industry, with the express purpose of introducing energy efficient lighting techniques. Reducing energy consumption by converting incandescent bulbs to CFL’s (compact florescent lighting), and switching from liquid fuel cells & wax candles to rechargeable or battery operated table lighting, are simple but significant steps the industry can perform. The end result is lower operating costs, a greener environment and a certification that will emphasize to your customers that you’re taking positive actions in contributing to a healthier environment. It’s also inexpensive to comply with the conversions as the focus is on replacing bulbs and candles, NOT the fixtures or lamps.”

The EcoGreen Award™ Certification Program has evolved from extensive research that delivers a level of compliance that is appropriate to all hospitality facilities such as hotels, restaurants, clubs and more. There is an easy to follow online process that guides the applicant through the planning and implementation stages for a seamless conversion – [www.ecogreenaward.com](http://www.ecogreenaward.com). The end result, once the

energy conversion goal is achieved, will be a certification award plaque that can be proudly displayed for all to see, as well as a listing on the EcoGreen Award™ website. Those businesses that have already implemented energy conservation on their lighting may already be eligible for EcoGreen Award™ Certification. Through an online self-audit submission, certification may be obtained without the need for further change.

Although the talking continues with every news channel reporting on the heightened global warming concerns, action is now being taken across numerous markets for energy conservation. Hospitality facilities, serving the public, need to step up to the plate and ensure that their establishments are as energy efficient as possible. The EcoGreen Award™ Certification Program, for a nominal fee, provides onsite auditing, website compliance listings and a plaque of conformity, is clearly a step in the right direction. In the environmental debate, consumers demand change. The EcoGreen Award™ Certification plaque will indicate, to consumers, that positive action is being taken.

For more product information, please contact:

Jay Cullimore  
President

Tropical Lights  
3600 Hacienda Blvd, Suite C  
Davie, Florida 33314  
Tel: 954 670 1600  
Fax: 954 670 1602  
Email: [Jay@tropicallights.com](mailto:Jay@tropicallights.com)  
Website: [www.restaurantlights.com](http://www.restaurantlights.com)

For more information on press relations, please contact:

Sharon Phillips  
Freelance Marketing International  
Tel: 954 575 4973  
Fax: 954 827 0723  
Email: [Sharon@freelancemarketinginc.com](mailto:Sharon@freelancemarketinginc.com)  
Website: [www.freelancemarketinginc.com](http://www.freelancemarketinginc.com)